



WVEC  
613 Woodside Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

**Contract #** 864326  
**Schedule Dates** 10/31/12-11/05/12  
**Advertiser** American Crossroads (33954)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - US President (1174)  
**Brand** Democrat (Anti) (177520)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** RAMSEY, NOELLE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/1287  
**Account Types** National/Political PAC - Agency  
**Billing Type** Weekly/Irregular  
**Comments** AM CROSSROADS 10/31  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/25/12  
**Last Modified** 10/25/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06396679  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$17,835.00  
**Net Total** \$101,065.00  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Nov. 2012	49	\$118,900.00
<b>Grand Total:</b>	<b>49</b>	<b>\$118,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12:58P- 2P (ET)						1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
2.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10A- 10:58A (ET)						1			1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
3.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12P- 12:57P (ET)						1			1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
4.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	2P- 3P (ET)						1			1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
5.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3P- 3:58P (ET)						1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12
6.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3:58P- 4:58P (ET)						1			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4:58P- 5:29P (ET)						1			1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/12
8.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5A- 5:58A (ET)						1			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	5AM NEWS	10/25/12
9.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5:58A- 7A (ET)						1			1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12:58P- 2P (ET)		1							1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	10A- 10:58A (ET)		1							1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12P- 12:57P (ET)		1							1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	2P- 3P (ET)		1							1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3P- 3:58P (ET)		1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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<b>Grand Total:</b>	<b>49</b>	<b>\$118,900.00</b>

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15.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- 4:58P (ET)	1	1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5A- 5:58A (ET)	1	1							1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:58A- 7A (ET)	1	1							1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	9A- 10A (ET)	1	1							1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	10/25/12
19.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	1:05A- 2:05A (ET)							1		1	\$80.00	\$80.00	Norfolk (WVEC) (WVEC)	DA VINCI INQUEST after cf	10/25/12
20.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	5:58A- 8A (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
21.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58P- 7:57P (ET)							1		1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	10/25/12
22.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:58A- 8A (ET)								1	1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
23.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58A- 9A (ET)								1	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
24.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12:58P- 2P (ET)					1				1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
25.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	10A- 10:58A (ET)					1				1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
26.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12P- 12:57P (ET)					1				1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
27.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	2P- 3P (ET)					1				1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
28.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3P- 3:58P (ET)					1				1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12

### CONFIRMATION CONTRACT

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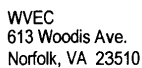
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29.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3:58P- 4:58P (ET)					1				1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
30.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5A- 5:58A (ET)					1				1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
31.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:29P- 5:58P (ET)					1				1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
32.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:58A- 7A (ET)					1				1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
33.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	6:58P- 7:28P (ET)					1				1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/25/12
34.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7A- 9A (ET)					1				1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
35.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7:28P- 7:57P (ET)					1				1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/25/12
36.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	12:57P- 2P (ET)				1					1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	10A- 10:58A (ET)				1					1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
38.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11P- 11:35P (ET)				1					1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/25/12
39.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	2P- 3P (ET)				1					1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
40.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3P- 3:58P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12
41.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3:58P- 4:58P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
42.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	4:58P- 5:29P (ET)				1					1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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<b>Contract #</b>	<b>864326</b>
<b>Schedule Dates</b>	10/31/12-11/05/12
<b>Advertiser</b>	American Crossroads (33954)
<b>Agency/T-Code</b>	Crossroads Media LLC (2774)/055317791
<b>Product</b>	Political - US President (1174)
<b>Brand</b>	Democrat (Anti) (177520)
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<b>Sales Office</b>	TeleRep - Philadelphia
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<b>CPE</b>	11/27/1287
<b>Account Types</b>	National/Political PAC - Agency
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<b>Comments</b>	AM CROSSROADS 10/31 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Nov. 2012	49	\$118,900.00
Grand Total:	49	\$118,900.00

## CONFIRMATION CONTRACT

B/E Bookend P/B Piggy Back

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">10/26</span>
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

<b>Total Charges:</b> <span style="font-size: 1.2em; margin-left: 20px;">\$ 101,065</span> <span style="float: right; font-size: 1.2em; margin-right: 20px;">Net</span>
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This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

# 864326

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12      Steph Mung      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected  
Penne Marsh      Penne Marsh      NSC  
Signature                      Printed Name                      Title